MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK 2614 – PRINCIPLES OF MARKETING

(Accounting Group)

2nd March 2016
2.30 p.m. - 5.30 p.m.
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **2** printed pages (including the cover page).
2. Answer **FIVE (5)** out of **SIX (6)** questions.
4. Please write all your answers in the Answer Booklet provided.

Answer FIVE (5) out of SIX (6) questions.
Total 100 marks.

Question 1
Discuss the opportunities and advantages that new communication technologies have created for marketers. (20 marks)

Question 2
The growth of internet has enabled researchers to collect primary data through online marketing research. Describe the basic marketing research process. (20 marks)

Question 3
Market segmentation allows marketers to categorise buyers according to their unique needs. Explain the four major segmentation variables for consumer markets. (20 marks)

Question 4
New-product development involves more than a single step, thus companies must take a holistic approach to manage it. Briefly describe the steps in the new-product development process. (20 marks)

Question 5
Describe the concept of viral marketing in digital platform and explain why it is attractive to marketers? (20 marks)

Question 6
List the various types of sales promotions. What are their objectives? (20 marks)

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